

# *RJReynolds*

Tobacco Company

## ELECTRONIC MAIL

JACK GEETING  
Account Executive

11260 Cornell Park Drive  
Suite 720  
Cincinnati, OH 45242  
513-489-8616  
Fax 513-489-5145

September 22, 1995

TO: ALL ROU'S - PLEASE SEND TO ALL RETAIL MANAGERS WITH  
K-MART STORES AND COPY APPROPRIATE DM'S AND RSM'S

SUBJECT: K-MART - CID #0002-00-00  
CO-MARKETING PROGRAM - OCTOBER 16 - NOVEMBER 5

Ladies and Gentlemen:

Although details have not been finalized, K-Mart is planning a 40-carton distribution of Winston and Salem products the week of October 9, 1995. The product will be displayed on a front end "bargain table" to support a \$3.00/30¢ price reduction from October 16 - November 5, 1995.

Please schedule your Retail Reps to call on all K-Marts beginning the week of October 9th to ensure displays are built and POS is placed to take full advantage of the October 16th start date.

Additional details will follow. Thanks for your help.

Sincerely,

*Jack*  
Jack Geeting

cc DM's  
RSM's  
AVP's  
Dennis Bellinger

Sales	Retail
1221 1,3,4,5,6	1222 20,21,25,26
1222 3,8	1223 20,21,22,24,25,27,29
1223 2,3,4,5,6,9	1224 20,21,23,24,26,28,29
1224	1225
1225 2	1226 2,3,4,5
1226 1,2,8	1227
1240	1244
	PC SC
	MC PA
	RBM

51853 3470